



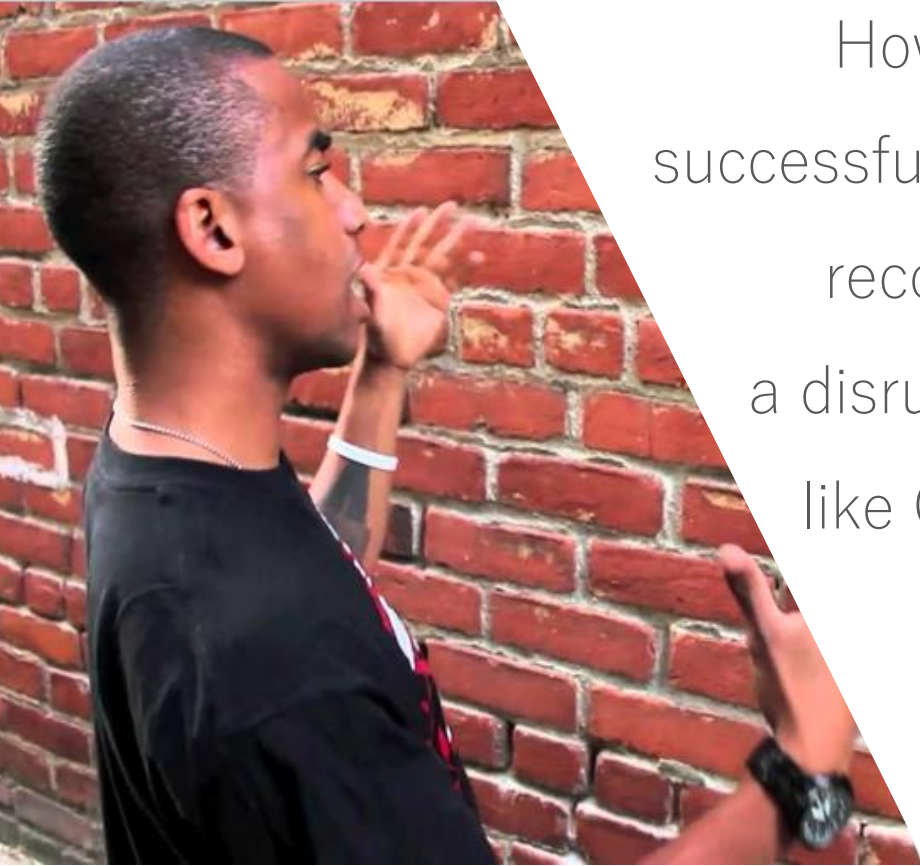
**Personalized customer engagement  
for the recovery and reinvention of  
global travel**

# The Problem



**ARVIND**  
CUSTOMER ENGAGEMENT

How do you  
successfully manage and  
recover from  
a disruptive event,  
like Covid-19?



**SRG**  
TECHNOLOGY

**IBM**

# ARVIND

You do it, by seamlessly integrating electronic data collection and management to keep travelers connected, engaged, and informed about the changes disruption brings and the new positive norms.



# Process Modernization drives digital transformation

Key elements are flexibility,  
automation and data

- Data collection is still fragmented and informal
- Key customer data is outside of the organization - with the customer
  - this is a real barrier to making good decisions based on customer attitudes and expectations
- Customer data is not making its way out of its silo
  - Data silos are the #1 technical challenge

- Rising customer expectations intensify the demand for seamless information experiences – requiring investment in process and technology
- Companies must adopt the internal processes and tools that ensure information is delivered in a continuous customer journey, devoid of disjointed handoffs - and personalized for the customer's real-time needs
- There is a direct link between better customer experiences, revenue growth and lower costs

# Welcome Blender

**Blender™** offers a personalized engagement platform to more effectively serve the customer by building stronger relationships, igniting action and fueling continuous improvement



## Values:

- Pulls data out of its silos
- Uses data and technology to engage with customers to help them address and self-service their travel and travel disruption concerns, needs and challenges
- Targets the right customer, with the right data/action, at the right time
- Reduces a travel company's added resources and costs associated with travel disruptions
- Integrates existing and 3<sup>rd</sup> party tools and applications
- A flexible and modular technology framework

## Arvind Customer Engagement Platform

powered by  **blender**




The **Blender** experience can start through:

- Digitizing travel documents
- Booking confirmation
- Registration form
- Download of existing customer data

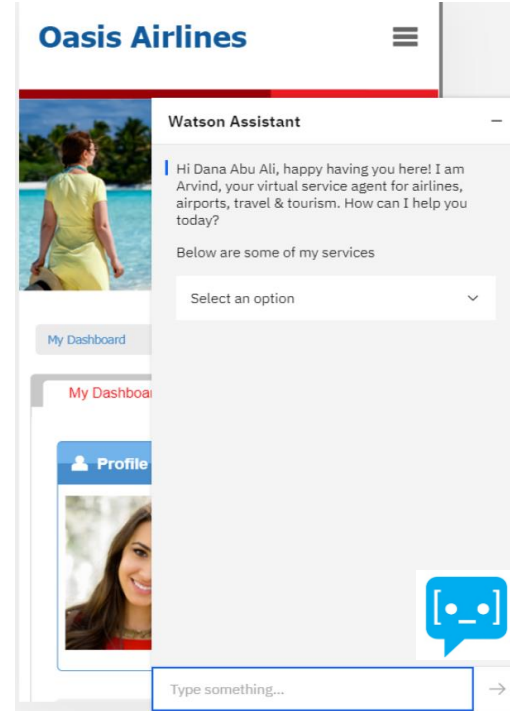


# Welcome Watson Virtual Assistant

**Watson Virtual Assistant**  communicates with customers on demand to answer questions and provide support services in times of disruption as well as in normal times.

## Values:

- In times of travel disruptions, and disruptive events like Covid-19, Watson Virtual Assistant can contact and interact with customers to provide important crisis information, answer questions and help them make travel changes.
  - > Benefiting customers with timely service and support.
  - > Benefiting company's by handling increased call volumes from disruptions that would normally fall to a company's call center and service staff.
- In normal times Watson Virtual Assistant can respond to customer questions and assist customers with relevant travel information before, during, and after travel.





**ARVIND**  
CUSTOMER ENGAGEMENT

# Personalized Traveler Dashboard

**Arvind** engages and communicates with customers on an individual basis including the provisioning of a personalized dashboard with information that is personally relevant to them and their needs

Convenience, ease of engagement and personalization combined with safety and security will be critical drivers moving forward.

It is more important than ever that businesses have a seamlessly integrated technology strategy for their business processes and customer engagement.

The dashboard features a top navigation bar with tabs: My Dashboard, My Current Trip, My Past Trips, About Me, and My Travel Community. The main content area is divided into several sections:

- Home Airport:** Displays information for Dubai International Airport (DXB), including the address (Dubai, UAE), phone number, and a map. It also shows flight details for 12-06-68 FLIGHT 522.
- User Profile:** Features a profile picture of Dana Abu Ali, her name, and contact information: City Walk, Dubai 6756+4v, UAE; Phone: (777) 888-1234; Email: dana@lawfirm.com. An 'Edit' button is present.
- Travel Documents:** A section titled 'Current Trip' showing the dates 09/23/2020 - 10/4/2020 and the destination Tortola, British Virgin Islands, with travelers Dana Abu Ali and Brian Smith. Below this are buttons for Visitor Immigration Card, Health Certificate, Customs Declaration, Lodging Confirmation, and Travel Survey.
- Notifications:** A section with a bell icon and a 'Coronavirus Update' message: 'Face coverings are required upon deplaning and throughout airport including immigration processing, baggage claim and transportation to your hotel.'
- Virtual Assistant:** A blue chat bubble icon.
- My Interactivity:** A section titled 'Travel Companions' showing avatars and names of four people: Dominique, Rob, Kedrick, and Mike. Below them are smaller avatars for Danielle and Erika.



# Digitizing Travel Documents & Other Data Sources



## Booking Confirmation/Travel Documents

**Oasis Airlines**

My BVI - My Current Trip - Immigration Card

My Dashboard | **My Current Trip** | My Past Trips | About Me | My Travel Card

My Current Trip

### Immigration Card

**Important General Instructions:**  
A Separate Form Must be Completed For Each Visitor / Each Citizen RI in Section 1 Only.  
(Se debe Completar Una Forma Separada Para Cada Visitante / Los Ciudadanos de BVI Seleccionados En Sección 1)

**SECTION 1**  
(El Ciudadano BVI)

Full Name (Nombre Completo):	Brian J. Smith
Sex (Sexo):	Male (Varón)
Birth Date (Fecha de Nacimiento):	24/11/1976
Citizenship (País de Ciudadanía):	UK
Passport Number (# del Pasaporte):	1000000000000000
Passport Issue Date (Fecha de Nacimiento):	01/01/2000
Place of Issue (# del Pasaporte):	Toronto, CAN
Purpose of Visit (Motivación de Visita):	Honeymoon (Luna de Miel)
Hotel / Lodging (Hotel y Dirección):	Peter Island Resort and Spa

**SECTION 2**  
(El Visitante)

Arrived From (El Puerto Partido de por Choques/Aeropuerto o Último Ciudad Partido de Aeropuerto al BVI)

☐ St. Martin ☒ St. Thomas ☐ San Juan P.R. ☐ Antigua ☐ Other

Arrived BVI By (Llegó Por):

☒ Air (Aéreo) ☐ Cruise Ship (Cruceiro) ☐ Ferry (Barco)  
☐ Private Air (Avión Privado) ☐ Private Boat (Bote Privado)

Airline/Vessel Name to BVI (Nombre del Línea de Avión/Barco):

Cayman Airways

Arriving Flight # (Número del Vuelo):

453

Visiting (Visitando):

☒ Tortola ☐ Virgin Gorda ☐ Anegada ☐ John Van Dyke ☐ Other

Travel Agency/Tour Operator (Agencia de Viajes/Operador de Viajes):

## Registration Form

**Oasis Airlines**

### Welcome

Welcome to our new Personalized Travel Planning tool. If you would like to use our tool to help you find products that match your interests and what you are looking for as well as special offers and products, please review and complete our complimentary Personalized Travel Planning tool

[Ask Us](#)

Surname / Family Name (Apellido):  
Smith

First / Given Name (Nombre):  
Brian

Middle Initial (Inicial):  
J

Sex (Sexo):  
☒ Male (Varón) ☐ Female (Mujer)

Birth Date (Fecha de Nacimiento):  
24 / 11 / 1976

Home Address (Dirección Address):  
Address: 455 Elm Court  
City (Ciudad): Rosewood  
State/Province (Estado): CA  
Country (País): USA  
Phone: (777) 888-1234  
Occupation (Ocupación): Attorney

Your E-mail Address (Su E-mail):  
bsmith@oasis.com

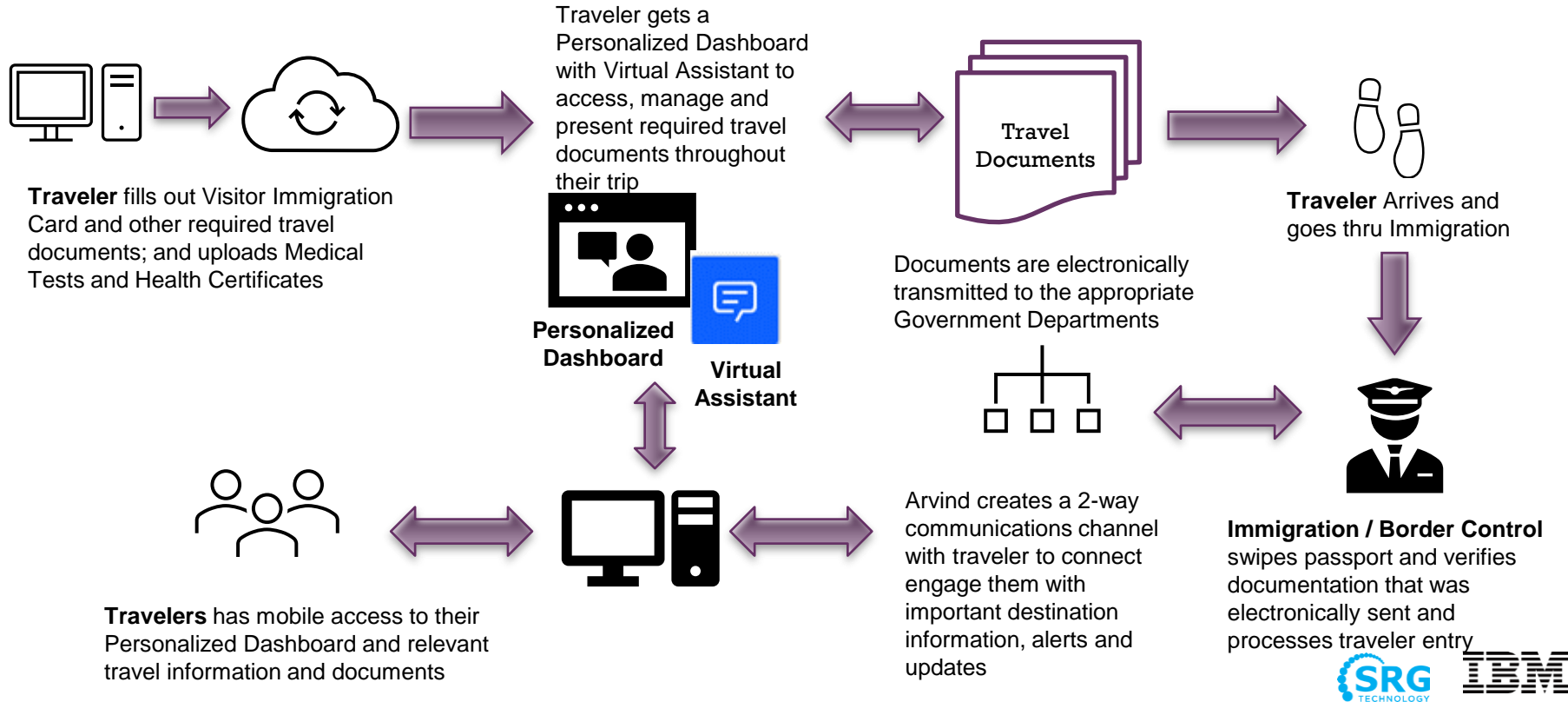
Password (Su contraseña):

## Customer Data Export





# Touchless & Connected Travel Solution





# Solution Benefits

## ■ Digitized Travel Documents

- Facilitates Touchless Travel experience
- Enables travel authorization prior to travel for improved arrivals preparation and entry processing
- 100% accurate and immediate traveler data and statistical information
- Cost Savings
  - Eliminates document printing and out of date documents
  - Eliminates document data entry processing

## ■ Direct communications channel with travelers before during and after travel

- Keep travelers informed on important and ever-changing destination, travel, and disruption information and alerts
- Cost Savings
  - Reduced communications and communication cost to get the right information gets to the right person at the right time

## ■ Virtual Travel Assistant

- Improve ability to respond to traveler questions and information requests
- Cost Savings:
  - Reduces resource demand and servicing costs brought about disruptive events
  - Increased customer responsiveness at significantly lower cost



**SRG TECHNOLOGY, LLC**

330 Southwest 2<sup>nd</sup> Street, Suite 215  
Fort Lauderdale, Florida 33312

Michael F Stone, VP New Markets & Strategic Partnerships  
[mstone@srgtech.com](mailto:mstone@srgtech.com) / 954-328-9023

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